

# CSN Web Guidelines



## INTRODUCTION

This document provides guidelines for anyone involved in developing or maintaining public-facing web pages on behalf of the College of Southern Nevada (CSN), particularly those pages aimed at student recruitment and/or branding of CSN. The Web Guidelines will be periodically updated to reflect the College's continuing web content procedures. In addition to the publishing guidelines included in this document, all content should comply with established institutional policies and both state and federal laws. The College reserves the right to remove a web page from any institutional server found to be in violation of federal, state or local law as well as any institutional regulation, policy, or procedure.

The official internet site for CSN is [www.csn.edu](http://www.csn.edu). The site's primary objective is to provide an attractive and easily navigable point of entry for visitors and to set the marketing tone and style for all college pages. In addition, the CSN's website is

- Geared toward prospective students, parents and the community. It is not meant to serve CSN's internal faculty, staff or current student needs; they will be served by the [internal website \(at.csn.edu\)](#).
- An authoritative source of information for the current programs and degrees.
- Content-driven, focused on news, events and other engaging and time-sensitive content while promoting social media sharing.
- Consistent with college brand standards. Fonts, colors, and graphics are consistent. (Reference the [Web Style Guide](#))
- Responsive. Our site can accommodate mobile devices and is scalable whether viewed on a smartphone, tablet or desktop computer.
- Fully accessible to students with or without disabilities, and no part of the site should hinder the experience for a student.

All current and future subdomains will adhere to these guidelines including [at.csn.edu](http://at.csn.edu) and [go.csn.edu](http://go.csn.edu). These guidelines will be updated as needed to address changing CSN policies and procedures. Until further notice, any unofficial websites will follow the guidelines outlined in the [CSN Web Governance Guidelines](#).

## DEPARTMENT WEBPAGES

CSN's website was designed to allow departments, specifically Page Owners, to easily manage web content. The primary responsibility of Page Owners is to ensure that content meets these established guidelines and basic editorial standards. The college is reflected in the quality of our websites and care should be taken to ensure that content is accurate, up-to-date and consistent. Outdated content, such as expired information, contacts, links, and forms, should be replaced or removed immediately.

Departments should provide engaging and creative content that is both informative and timely. See [Web Writing](#) webpage for help in writing for the web. Content should:

- Target the right audience. The college website is intended to appeal to prospective students, parents and the community, not internal audiences such as faculty and staff.
- Include images whenever appropriate. The web is a visual medium. Photos containing images of people must be released and approved for use. (Reference [Use of Media section](#))
- Be timely (especially with time-sensitive programs/pages, news, events, and notifications). This type of content drives traffic and social media sharing.
- Adhere to college brand guidelines. Fonts, colors, and graphics must be consistent. (Reference [Web Style Guide](#))

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- Ensure your pages are accessible to all users with disabilities. (Reference [Accessibility section](#))

The Marketing Department will be responsible for the content and design changes to all academic schools, departments and program primary pages on the official internet site. Changes to these pages will be coordinated with the personnel from each area to ensure accurate, consistent messaging is presented to prospective students.

Web Services reserves the right to designate certain content to be for internal use only. This type of information must be published to areas within the College's internal website. Guidance can be provided by Web Services on what content is appropriate for CSN's website versus CSN's internal site.

### **PAGE OWNER RESPONSIBILITIES**

A Page Owner is assigned by department managers (which includes but is not limited to: vice presidents, deans, chairs, directors and student organization sponsors) and is responsible for items such as those outlined below. Page Owners are prohibited from adding content to CSN webpages that endorses or otherwise promotes any outside entity. This role may not be delegated but can be reassigned if needed. Page Owners must attend a Page Owner training session, as well as state that they have read and understood these guidelines, prior to accessing assigned web pages. Additionally, Page Owners are expected to adhere to CSN's [Information Systems and Electronic Resources Acceptable Use Policy](#).

- Never share your account password with anyone.
- Ensure the computer you are accessing the website has the latest security software, web browser, and operating system.
- Make sure to always log out of the website when done working on a page.
- Keep local copies of everything you post/upload to the website. While it is rare that data is lost or unrecoverable, it is ultimately the responsibility of the Page Owner to have a local backup in place.
- If accessing the login from a Wi-Fi network, make sure it is secure, encrypted, and hidden.
- Do not attempt applying custom code that will alter branding guidelines or cause potential functionality issues. The website comes with built-in (pre-coded) features needed to create a unique, creative and compelling design. If you have any questions, the Web Services team ([web.services@csn.edu](mailto:web.services@csn.edu)) can help.
- Abiding by CSN Web Guidelines, CSN branding/messaging standards, and institutional policies/guidelines.
- Ensuring the accuracy and timeliness of the information presented.
- Creating and/or managing content on assigned web pages.
- Reviewing web pages and related navigation links at least once a month to ensure they are functional, accurate and up-to-date. (Reference [SiteImprove](#) section)
- Page Owners are expected to follow appropriate procedures including spelling, grammar and compliance checks to maintain an ADA compliant web page. (Reference [SiteImprove](#) section)
- Removing expired content. Links to the expired file should be removed before page deletion to avoid "Page Not Found" messages.
- Understanding and complying with copyright, privacy, accessibility, intellectual property, and libel laws.
- Responding to web user inquiries about assigned content.
- All documents (PDFs) must be uploaded to the document directory. This includes any existing pdfs that are not currently in the document directory, such as pdfs from the archive site.
- Ensuring all documents (PDFs) are reviewed and updated once a semester to verify content accuracy and accessibility. Page Owners are responsible for PDF files to be ADA compliant prior

to submission for publishing. Any file that does not meet the ADA compliance requirements will be returned to the Page Owner and not published.

- Any document to be uploaded to the document directory or website must pass accessibility checks in Adobe Acrobat's Accessibility checker before upload.
- Including links, if necessary, to pages outside their area of responsibility (i.e., other department pages, admissions info, etc.) rather than creating duplicate pages. This ensures pages remain up-to-date and accurate since changes are made at the source.
- Avoiding the use of animation, clip art, and Flash.
- Providing and updating contact information, using the Contact Us box, for those capable of replying to questions in a timely fashion.
- Guarding against abuses that disrupt the system and threaten its long-term viability, degrade performance, deprive access to a CSN resource, or embarrass the college.
- Review content changes on a mobile device to ensure all information is correctly viewable.
- Content passes accessibility checks. This includes basic information such as alt text for images, advisory titles for hyperlinks, color contrast ratio of text against its background is at least 4.5:1 (AA standards of W3C Accessibility standards), tables are used for data only and not for formatting or layout, headings are nested properly and used for content structure and not chosen for looks, etc. Refer to the Siteimprove Accessibility section for more information.
- All Page Owners must attend at least two meetings over the course of the year to ensure they are up-to-date with all things web.
- Page Owners must update/fix their pages within three days of receiving a Siteimprove notice of the issue. Failure to do so could require the web page to be unpublished until the Page Owner can review and correct the noted errors

## **TRAINING AND RESOURCES**

Training classes will be available through the Center for Academic Professional Excellence (CAPE). All Page Owners must attend a training session and state that they have read and understood these guidelines prior to gaining access to their web pages. Page Owners will need to complete accessibility training modules through Siteimprove and submit the certificate of completion as well as attend one session a quarter in order to maintain editing privileges. Additionally, Page Owners will have access to a community that includes written instructions as well as Siteimprove Academy Training Courses.

## **DESIGNING PAGES**

A lengthy page that has to be scrolled multiple times by visitors is not useful or professional. Keep web content brief. Keep pages simple so visitors can find the information they need fast. Use lists and short paragraphs. Use bold text sparingly to call out the most important facts. Too much bold text only creates a distraction. For advice on organizing your department's content, please contact Web Services ([web.services@csn.edu](mailto:web.services@csn.edu)). There are several content templates available for use on the CSN website. These templates are provided to help Page Owners create consistent, attractive pages for their department or organization while adhering to brand standards. The [Web Style Guide](#) also covers additional elements, or paragraphs (pre-created content areas), which can be included on the page to help with organizing information. You can also contact Web Services if you need assistance with page design. The available templates are:

### **SCHOOL/DEPARTMENT/PROGRAM PAGES**

Each school, department, and program has a distinct design on the primary page and content will be coordinated from the Marketing Department. Academic Page Owners may only edit secondary pages as it relates to their area. Those pages will then be approved and published by Marketing or Web Services.

Content for the CSN website should market your academic area to prospective students. Information relevant to currently enrolled students, such as academic and course resources, testing information and other links, should be located on the Canvas LMS.

#### **BASIC PAGE**

This generic page is primarily used for non-academic departments and will vary slightly depending on use as a secondary or tertiary page. These subpages are linked from the department or program page and most of the pages will use this template.

#### **WEB FORM**

If you wish to have a form (to collect user information) added to a page within your section, please contact Web Services for assistance. Upon approval, they will contact the Page Owner to discuss the details and to schedule a training time. The Page Owner will be responsible for monitoring the web form, collecting data, and keeping downloaded electronic backups in accordance with their department's data regulations/guidelines. Contact Web Services at [web.services@csn.edu](mailto:web.services@csn.edu) to edit or delete the form.

#### **PERSON PAGE**

A person page is used to populate the people directory. Data for the people directory is pulled from Workday, Active Directory, and TMA. Changes to an employee's name, department or title must be submitted to Human Resources through Workday. Changes to office location information need to be submitted through an iService request (<http://iservicedesk.csn.edu/home.html>) by completing the Office Location form. All other information can be updated by submitting a Self Service Help Desk request.

The person page allows an employee to display a professional photo. The photo pulls automatically from the active directory account and will also display in the employee's email and Office365 account. The photo:

- It should be a classic portrait (headshot) that includes the head and top of the shoulders.
- Should not be a full-body image or selfie. These are not considered professional photos and full-body photos do not translate well when displayed smaller.
- The photo should be no larger than 100kb and should be sized to 200x200.

To add or change a photo, the employee needs to contact CSN Media Technologies to schedule a photograph to be taken or inquire within Web Services ([web.services@csn.edu](mailto:web.services@csn.edu)). All photos are subject to approval.

A professional bio can also be added to an employee's Person page. Please keep in mind that the bio is displayed on the CSN website and should be kept professional. Page Owners are encouraged to check employee bio pages to ensure they display accurate, professional information.

#### **USE OF MEDIA**

Part of a feature-rich website is the inclusion of quality photography that enhances the content. Page Owners have the ability to place photos and images on the web pages that meet the standards outlined in these guidelines. At the same time, web pages should remain simple, concise and free of distracting elements so images should be used sparingly. In order to portray a professional and consistent look for all CSN web pages, Page Owners are not to place graphic banners, logos, animation, and/or generic clipart on official CSN Web pages. Unconstrained use of media results in user interfaces that confuse visitors and make it harder for them to understand the information.

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Media elements used for instructional purposes should reside on CSN's Canvas LMS. Videos promoting schools, departments, programs student success stories or other marketing elements must receive proper approval before being uploaded on to the CSN website. The marketing and/or public relations offices must approve all photos and videos. Submit via email to [marketingservices@csn.edu](mailto:marketingservices@csn.edu). Approval may take 2-3 weeks.

#### **PHOTOS/IMAGES**

Photos and images that illustrate campus life, promote student benefits or represent academic program elements are recommended and can make your pages more appealing. Photographs depicting students and/or community members are required to have a signed *Image and Press Release* form prior to being included on your webpage. Refer to the Marketing and Communications web pages for release and image requirements and the *Image and Press Release* form. The use of photos of people under 18 years of age is not permitted. Photos and images should be of good quality and must be sized and saved for the web prior to uploading. Reference the [Web Style Guide](#) for image size requirements. Images require an 'alt text' which should contain just enough information to describe the image in the context in which the image is used without being too lengthy - between a few words and a short sentence - so it can be read by screen readers.

#### **VIDEO**

Video concepts and scripts must be submitted and approved by the marketing and/or public relations offices for approval prior to production. The initial edit must then be submitted for approval in order for the final cut and publication to be permitted. Videos must reside in the main institutional video account to be embedded within the webpage, not directly uploaded to the server. Videos must allow for accessibility by all viewers. An accessible video includes captions, a transcript, and an audio description. Failure to meet [accessibility](#)/usability standards will necessitate further editing or the reproduction of the video until all federal and state standards are met.

#### **ADOBE PDF DOCUMENTS**

When applicable, a webpage should be created instead of linking to a PDF for informational content. A webpage is more user-friendly, more responsive to mobile devices and easier to update. All PDF documents must be uploaded to the Document Search and then linked on the webpage via the Document Link tool. This ensures there is only one PDF to update for all users that want to link to the document. It also provides a searchable database for users to locate any documents they may need.

Appropriate uses of a PDF include:

- Forms that should be printed and then faxed/mailed.
- Reference Materials like documentation, user manuals, and media formats.

When reviewing forms and other documents to be uploaded to the Document Search, the PDF must be:

- Updated to contain current information. For example, forms/documents should not reference CCSN or the Cheyenne Campus.
- A fillable form. They are easy to create with Adobe Acrobat and are preferred by most users for print cost and scanning time savings.
- Accessible to all users. Adobe Acrobat software can assist with this process and information on how to create accessible PDFs can be found online at [How to Create Accessible PDFs](#).

## **ACCESSIBILITY**

[Section 508 of the Disabilities Act](#) requires that federal agencies or agencies receiving federal funds ensure electronic and information technology is accessible to people with disabilities. Web accessibility addresses the needs of those with visual, auditory, physical, speech, cognitive or neurological disabilities which may affect their online interaction.

The College of Southern Nevada is committed to providing accurate, up-to-date information via its websites to all of its site visitors, including those with disabilities. A conscious effort will be made by CSN to meet regulatory guidelines and compliance while ensuring quality, promoting a cohesive, unifying image and assuring individuality. State and Federal law require all agency pages to be accessible to persons with disabilities. These measures should be taken when appropriate:

- Images/buttons should contain alt text to convey their function to screen reader programs (which read pages for blind or visually impaired persons).
- Do not rely on colors to convey information (ex. highlighting text in red).
- Text and background should have a strong contrast. No less than 4.5:1 color contrast.
- Avoid blinking or scrolling text (epileptic seizures can be caused by blinking text and scrolling text can freeze screen readers).
- Include captions and/or transcriptions with any audio/video elements.
- Main headings should be used to designate the level of the heading or subheading, not for stylistic purposes.
- Tables should only be used to display tabular information, not for stylistic purposes. All tables should have a defined header row and should be able to be read line-by-line as it would by a screen reader program.
- Use intuitive, descriptive link text for hyperlinks, avoiding general and unclear text like "click here". The link text should be short but provide a descriptive and unique text to the destination of the link. Refrain from centering paragraph text. Centering should be considered only for headings and used judiciously and sparingly.
- Avoid the use of animation (including Flash).

The following sites provide details for general ADA compliance standards:

- Section 508 (<http://www.section508.gov>)
- Web Accessibility Initiative Guidelines and Techniques (<https://www.w3.org/WAI/guid-tech.html>)

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## **COPYRIGHT MATERIAL**

Page Owners cannot include material that is owned by another without the express written consent of the original author. You should assume that the materials you find on the web are copyrighted unless a disclaimer or waiver is expressly stated. If you want to include something from another web page it is recommended that you link to it rather than copy it.

## **REQUESTING A PAGE**

The Vice President or Dean should email [Web.Services@csn.edu](mailto:Web.Services@csn.edu) to request a new page for a particular area and should have a specific purpose. The respective Vice Presidents will have final approval for page requests. Additional web development customization requests must be submitted to [Web.Services@csn.edu](mailto:Web.Services@csn.edu) and, if approved, will be scheduled for development as time allows.

## **LEGACY AND INACCURATE WEB CONTENT**

There are times when pages will need to be removed. There are several reasons to remove pages for both quality and usability reasons. These include:

- It does not meet accessibility guidelines.
- Avoiding duplication of content that can confuse users.
- Out-of-date content may still be found via search engines or links.
- It looks unprofessional and could impact visitor confidence.
- It could impact enrollment should prospective students be unable to locate relevant information.
- Time-sensitive information could be missed.

Page Owners are expected to log in and review their assigned webpages every 30 days. If any page is found to be outdated the Page Owner is expected to make any changes to the content within 7 days. Unresolved issues or clear violations of statutory requirements or guidelines will result in action by Web Services to correct these issues without prior consultation. The appropriate department head may be contacted to discuss options, including the possibility of assigning a new Page Owner.

NOTE: Additional tips on writing for the web as well as information regarding etiquette and design are available on the [Marketing & Communications pages](#).

## **SITEIMPROVE WEB GOVERNANCE**

[SiteImprove](#) is a third-party service CSN uses to monitor broken links, misspellings, accessibility issues, and analytics. This service saves Page Owners' time and improves webpage quality. Page Owners will receive quality assurance reports via email that will include any broken links and misspellings in addition to providing accessibility reports and webpage analytics. Page Owners are expected to maintain the quality of the content on their web pages as outlined in the [Legacy and Inaccurate Web Content](#) section above. It is the responsibility of the Page Owner to update/fix their pages within three days of receiving a SiteImprove notice of the issue. Failure to do so could require the web page to be unpublished until the Page Owner can review and correct the noted errors. SiteImprove training is provided by Web Services to Page Owners through CAPE.

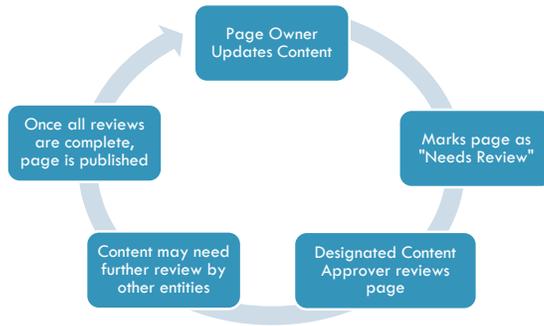
## **OVERSIGHT AND RESPONSIBILITIES**

Page Owners have the ability to edit or create content on assigned web pages. Once the content has been edited or created, the webpage publishing options should be set to 'needs review'. All web pages must go through a review process. Page Owners cannot directly publish content.

Designated department heads should collaborate with their Page Owners to ensure that content meets the standards outlined in these guidelines before a page is changed and sent for review. Designated content approvers will review the page(s) to ensure these guidelines were followed prior to marking as approved. Web Services or Marketing will then publish the page. Some content may need further review by General Counsel, administration or other departments. This review could delay the publishing of the page. Web Services, in consultation with the aforementioned areas, may refuse to publish web pages that are not prepared or maintained in accordance with CSN guidelines.

### Sample Workflow

Page Owners would follow this workflow when making updates to their pages:



### CONTENT DISPUTES

The respective Vice President is responsible for assisting with the enforcement of web guidelines and may, at their discretion, recommend the revision or removal of material or the suspension of Page Owner access. In such instances, a written notice will be sent to the Page Owner's college email address. The appropriate vice president, director, department chair, or dean will resolve disputes.

### UNOFFICIAL WEBSITES

Unofficial websites are those pages created by individuals to chronicle professional pursuits or interests. If the page is academic in nature, the content should be placed within the Canvas LMS. Additionally, unofficial pages:

- Should not be in conflict with the mission, goals or objectives of CSN.
- Should feature a text link to the CSN homepage within the footer region.
- Are not bound to conform to the standards set forth in the CSN [Web Style Guide](#); however, the guidelines set forth in this document do apply to unofficial pages unless otherwise stated.
- May not feature the CSN logo, athletics logo or mascot; or, in any way imply that the page is an official document sanctioned by CSN.

Unofficial websites must include the following disclaimer: **The page you are viewing is not sanctioned by CSN.** CSN will not be responsible, nor held liable, for the content of personal web pages. Personal web pages shall not imply that they are representing or speaking on behalf of CSN or any department of the college without prior written authorization from the respective Vice President. The College does not actively monitor unofficial website content but does reserve the right to remove a website from any CSN server found to be in violation of federal, state or local law, or any NSHE/CSN regulation, policy or procedure.

Websites/pages cannot be used to single out individuals or groups, nor can it be used to demean, degrade or harass any person(s) in violation of federal or state laws. Websites/pages cannot be used to engage in any illegal activity. Consult the [Information Systems and Electronic Resources Acceptable Use Policy](#) for more information.